

SUCCESS STORY

Eobuwie increased revenue by 20x with Insider's Web Suite and Architect



- Architect
- Web Suite
- Web Push

20X increase in revenue compared to the previous vendor

10%+ uplift in conversion rate in some countries



We aim to avoid over-communicating with our customers, particularly through channels like web push. Insider assists us in effectively engaging our customers by utilizing frequency capping and silent periods, making web push a valuable feature on our website that increases conversion rates. Additionally, the interface is user-friendly.

eobuwie **Emilia Sobiesiak**
Direct Marketing Team Leader

Executive summary

Eobuwie struggled with common e-commerce issues like cart abandonment, inactive customers, and distracted shoppers, resulting in lost revenue. They implemented Insider's Web Suite, Architect, and cross-channel messaging tools, including automated web push notifications and Tab Talk in 19 languages, to engage customers at key moments. This approach increased revenue 20X compared to their previous vendor, boosted conversion rates by over 10%, recovered lost revenue, and enhanced customer lifetime value.

About Eobuwie

Eobuwie is a leading online footwear and accessories retailer in Central and Eastern Europe, known for its esize.me project, Try Before You Buy service, and innovative omnichannel model integrating online and offline sales. Operating in 19 European markets with local domains, Eobuwie has over 40 physical stores in Poland and abroad, offering a wide range of casual, premium, and sports brands like Tommy Hilfiger, Guess, Adidas, and Nike.

Why Insider?

Eobuwie chose Insider for its digital transformation and marketing automation due to Insider's proven success in building trust and scalability. Starting with two automations in one country, Eobuwie expanded to 16 countries with different languages, consistently maintaining performance and trust. Insider's platform enabled seamless scalability and adaptability, allowing Eobuwie to replicate success across multiple markets.

Trust by 1,200 global brands



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USE CASE #1

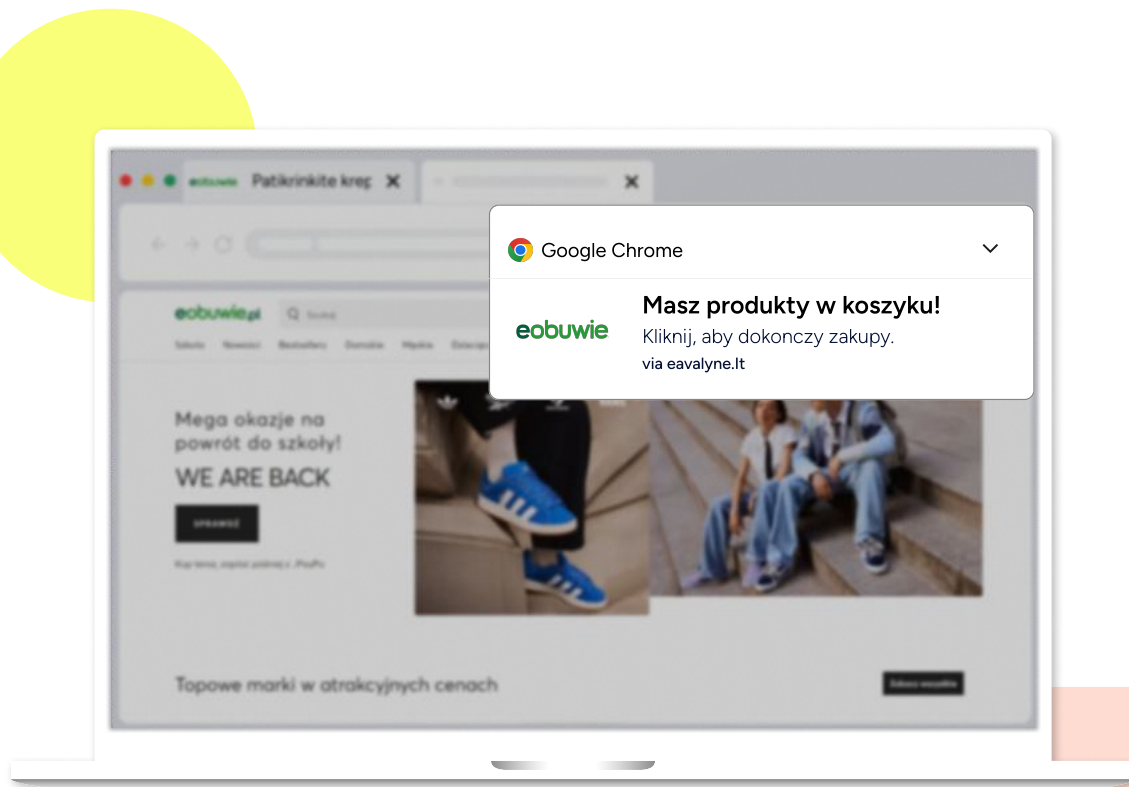
Reduce cart abandonment to increase revenue

The challenge

Eobuwie had the common ecommerce problem of shoppers adding items to the cart and then abandoning before making a purchase. This was costing the company a lot in terms of missed revenue.

The solution

Using Insider's Web Suite, Eobuwie is able to send automated web push notifications to customers when their behavior begins to stagnate at the point of purchase to compel them to complete the process.



The results

10.26%

increased conversion rate
in the Czech Republic

9.20%

increased conversion rate
in Lithuania

USE CASE #2

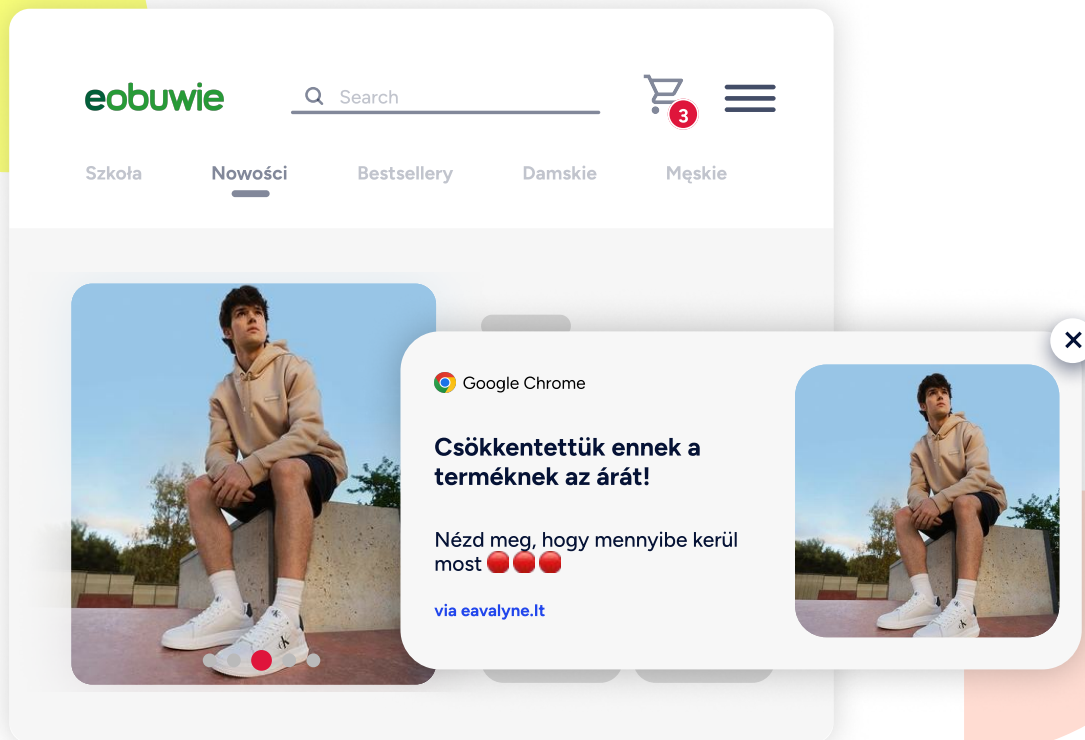
Win back dormant customers

The challenge

Like many ecommerce brands, Eobuwie has customers who haven't made a purchase in a long time. They needed a way to automate the process to compel these lapsed customers to return to make a purchase.

The solution

Using Insider's push notification capabilities in Web Suite, Eobuwie sends automated notifications to customers who haven't made a recent purchase. Usually, the notification includes a discount offer to encourage a purchase.



The results

2%

increase in conversion rate in Bulgaria,
Hungary, and the Czech Republic

Increase

the lifetime value

USE CASE #3

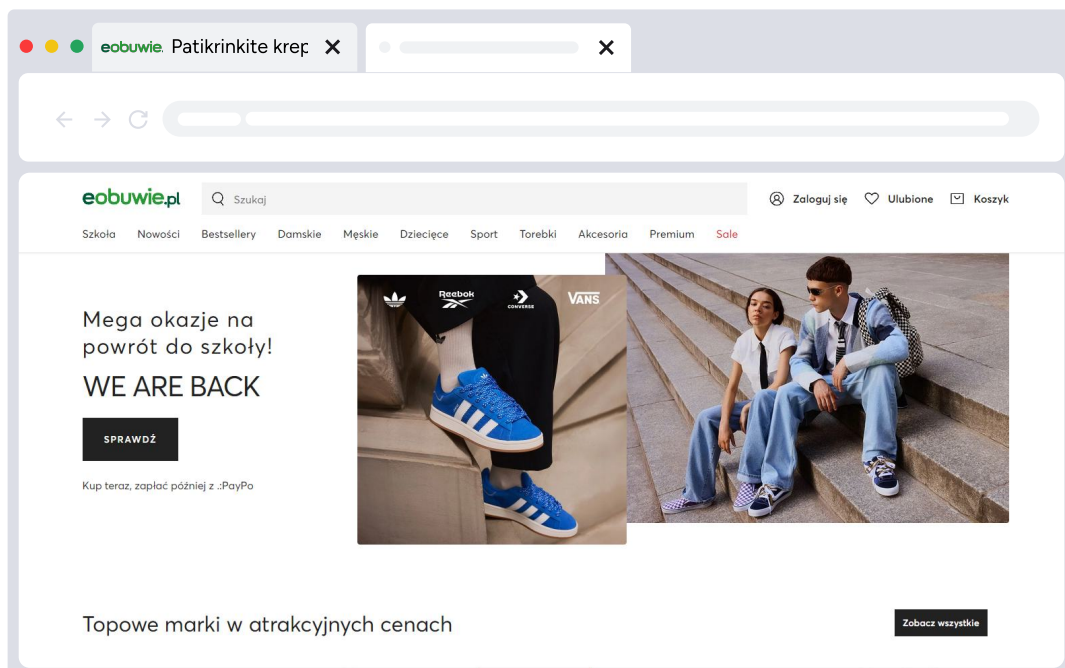
Remove shopping distractions from many open tabs

The challenge

Users struggle with low attention spans because they have multiple screens open while shopping and constantly move between tabs on their screen(s). This challenge can add friction to the shopping process and lead to abandoned carts.

The solution

Eobuwie uses Insider's Tab Talk, a unique solution that dynamically updates the text on the browser tab when a customer navigates away. For instance, it can display a reminder about items left in the cart, encouraging visitors to return and complete their purchase, even if they had previously abandoned it.



The results

8.74%

conversion rate uplift
via Tab Talk



Summary

Eobuwie faced typical ecommerce challenges of cart abandonment, dormant customers, and distracted shoppers, leading to missed revenue opportunities. To address these issues, they implemented Insider's Web Suite, journey orchestration tool Architect, and cross-channel messages, which included automated web push notifications and Tab Talk. These solutions targeted customers at critical points: reminding them to complete purchases, enticing lapsed customers with discounts, and updating browser tab text to draw attention back to the shopping cart. Implementing these strategies led to increased conversion rates, recovered revenue, and increased customer lifetime value.

Looking ahead

Eobuwie plans to replicate its successful automations for Modivo, another brand within the CCC group, to enhance Modivo's digital marketing and customer engagement. It also plans to integrate Insider's Sirius AI, to boost productivity and scalability, automating complex processes and optimizing customer interactions across markets. Additionally, Eobuwie will enhance its web push notification strategy using Insider's advanced targeting and personalization, delivering more relevant messages to improve engagement, retention, and conversion rates. This focus on personalized web push notifications will strengthen customer relationships and enhance their overall digital marketing strategy.



Favorite feature **Web Suite**

Eobuwie likes the ease and flexibility of using Web Suite to set up web push notifications and Tab Talk notifications.

About Insider

Insider—a single platform for building individualized, cross-channel experiences—enables enterprise marketers to connect customer data across channels and systems, predict their future behavior with an AI intent engine, and individualize customer experiences. Marketers use Insider's platform to deliver consistent and engaging experiences across channels like Web, App, Web Push, Email, SMS, and Messaging Apps (WhatsApp, RCS).

Insider recently unlocked unicorn status and was congratulated by NASDAQ for becoming one of the few woman-founded, women-led B2B SaaS unicorns in the world. Insider was named a Leader in the Gartner Magic Quadrant for Personalization Engines 2022, The Forrester Wave for Cross-Channel Campaign Management 2021, and IDC MarketScape: Worldwide Customer Data Platforms Focused on Front-Office Users 2021-22 Vendor Assessment.

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